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# Message Text

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53
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 W
---------- 123881
R 221347Z JAN 75
FM AMCONSUL FRANKFURT
TO SECSTATE WASHDC 9130
INFO AMEMBASSY BONN
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS FRANKFURT 0551

E.O. 11652: NA
TAGS: BEXP, GW
SUBJECT: MAJOR TRADE OPPORTUNITY: INDUSTRIEMASCHINEN-HANDELSGE-
SELLSCHAFT (IHC)

SUMMARY: INDUSTRIEMASCHINEN-HANDELSGESELLSCHAFT (IHC), A LEADING FRANKFURT-BASED DISTRIBUTOR OF FORKLIFT TRUCKS AND MOBILE CRANES RESTATES ITS INTEREST IN PURCHASING U.S. PRODUCT LINES. END SUMMARY:

1. INDUSTRIEMASCHINEN-HANDELSGESELLSCHAFT (IHC), 17 FRIEDRICH-KAHL-STASSE, 6000 FRANNKFURT/MAIN, IS ONE OF THE LARGEST GERMAN DISTRIBUTORS OF FORKLIFT TRUCKS AND MOBILE CRANES (BOTH SELF-PROPELLED AND TRUCK-MOUNTED). IT HAS A COMPLETE NETWORK OF SALES OFFICES, SHOWROOMS, AND SERVICE MAINTENANCE FACILITIES THROUGHOUT THE FEDERAL REPUBLIC OF GERMANY AND AUSTRIA. CURRENT ANNUAL SALES OF DM 20 MILLION ENCOMPASS 400-500 FORKLIFTS AND 35 CRANES. IHC HOPES TO INCREASE THEIR YEARLY VOLUME TO 1,000 FORKLIFTS AND 70 CRANES WITHIN THE NEXT FEW YEARS.

2. THE CONSULATE GENERAL PREPARED A TO ON 4/23/70 FOR "AUTO CRANES AND OTHER MOBILE CRANES". POST FOLLOW-UP
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IN DECEMBER 1970 REVEALED IHC RECEIVED ONLY ONE PROPOSAL

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FROM A U.S. FIRM WHICH DID NOT MEET IHC'S NEEDS:
SUBSEQUENTLY, IHC ENTERED INTO NEGOTIATIONS WITH JAPANESE
SUPPLIERS. SINCE THEN, IHC HAS BEEN SELLING DATSUN (JAPANESE)
AND DESTRA (CZECH) FORKLIFT TRUCKS AND CRANES --
GERMAN MODELS ARE NOT HANDLED.

3. MR. SCHUBERT, IHC OWNER, VISITED THE CONSULATE GENERAL
AGAIN IN EARLY 1974, RESTATING HIS INTEREST IN U.S. PRODUCTS.
A NEW TO WAS PREPATED ON MARCH 22, 1974, USING THE NEW TOP
FORM. AS A RESULT, IHC RECEIVED 3 REPLIES FROM TOTALLY
UNQUALIFIED U.S. FIRMS.

4. AS PART OF THE POST'S MULTI-PURPOSE OUTSIDE CALL PROGRAM,
AN ECONOMIC/COMMERCIAL SECTION REPRESENTATIVE CALLED UPON
MR. SCHUBERT IN JANUARY 1975. MR. SCHUBERT AGAIN VOICED
HIS INTEREST IN PURCHASES FROM LARGE U.S. MANUFACTURERS
WHO CAN OFFER WIFE PRODUCT LINES. MR. SCHUBERT BELIEVES
THAT U.S. PRODUCTS ARE SUPERIOR TO THE IMPORT LINES HE
CURRENTLY HANDLES. SINCE THE CHEAPEST FORKLIFT TRUCK
IN THE IHC CATALOG LISTS FOR DM 24,000, POTENTIAL
FOR U.S. EXPORT SALES IS WELL OVER $ 1 MILLION ANNUALLY.

5. ACTION: THE DEPARTMENT OF COMMERCE IS REQUESTED
TO CONTACT APPROPRIATE U.S. SUPPLIERS ON AN INDIVIDUAL
BASIS, AND URGE THEM TO SUPPLY MR. SCHUBERT WITH FULL
PRODUCT AND C.I.F. EUROPEAN POST PRICING INFORMATION.
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**TAGS:** BEXP, GE
**To:** STATE
**Type:** TE
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